



FOR IMMEDIATE RELEASE:
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FACT SHEET

MAYOR SANDERS CHAMPIONS RESTORATION OF THE NTC PROMENADE AS A CIVIC, ARTS AND CULTURAL DISTRICT

*Commits Funding for Luce Auditorium Study Designed To Define Future Uses
and Secure Restoration of Historic Building*

Mayor Sanders announced today the allocation of \$14,580 to help the NTC Foundation conduct a needs and use assessment study for historic Luce Auditorium. The auditorium is located in the Civic, Arts and Cultural District at the former Naval Training Center, now known as NTC Promenade at Liberty Station in Point Loma. The funds are being allocated from the Commission for Arts and Culture Mayor and Council Allocation Fund.

The NTC Foundation is seeking to raise \$65,000 for the Luce Auditorium Needs and Use Assessment Study. In addition to Mayor Sanders' allocation, the NTC Foundation has secured \$39,125 from other government officials, civic leaders and community donors, with \$11,295 still needing to be raised.

The Civic, Arts and Cultural District is one of five arts and culture efforts the mayor is championing citywide. The restoration of the 26 historic buildings in the NTC Promenade to help create a civic, arts and culture district is an unprecedented opportunity the city has not had since the founding of Balboa Park nearly 100 years ago.

NEEDS AND USE ASSESSMENT STUDY

The Luce Auditorium Study will help the NTC Foundation to determine the following:

- Preservation of historical elements of the building interior and exterior
- Community and regional need for 1800-seat auditorium or smaller theatre configuration to serve a broad range of activities
- Full organizational review and development of a structural and operational model
- Recommendations on a formal business model for the complex

The NTC Foundation will engage former Old Globe general manager—and native Point Loman—**Tom Hall** and the consulting firm of AlbertHall to complete a Needs and Use Assessment by this October.

LUCE AUDITORIUM

- Luce Auditorium was designed in 1941 by the Navy Public Works Center and constructed by the C.L. Hoskins Company in a Spanish Colonial Revival style with Art Deco influences.
- Closed since 1997, it is now listed on the National Register of Historic Places because of its unique architecture and because of its unique place in San Diego history.
- Its current seating capacity is 1800.
- Luce Auditorium is where Navy Recruits saw training films during the day, and enjoyed—along with Point Loma residents—the latest Hollywood films on weekends. **Bob Hope** did radio broadcasts from its stage, and the distinguished roster of celebrities who performed at Luce Auditorium include **Kay Kyser and his Orchestra, Nat King Cole, Jack Benny, Tommy Dorsey, Edgar Bergen and Lawrence Welk.**
- Luce Auditorium is named in honor of Navy hero Stephen Bleeker Luce, who established the Naval War College in Newport, Rhode Island, served in the Navy for 69 years, and lived until 1917. He died at age 90 on the bridge of a ship in the thick of a WWI battle.

NTC FOUNDATION

- Founded in 2000, the non-profit 501 c 3 organization is responsible for the development and operation of a civic, arts and culture district as designated in the NTC Redevelopment Plan.
- Raised over \$26 million in funding to renovate six buildings for Phase 1.
- Completed construction and began daily operations in December 2006.
- NTC Promenade is home to 20 civic and nonprofit resident group tenants.
- Future planning has begun for the remaining 20 historic buildings.